



**Office of the Attorney General
Paul G. Summers**

**Department of Commerce and Insurance
Commissioner Paula Flowers**

NEWS RELEASE

Office of the Attorney General
P.O. Box 20207 Nashville, TN 37202-0207

Department of Commerce and Insurance
Division of Consumer Affairs
500 James Robertson Parkway Nashville, TN 37243

FOR IMMEDIATE RELEASE

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CONTACT:

Sharon Curtis-Flair
(615) 741-5860

**STATE OBTAINS JUDGEMENT AGAINST YELLOW PAGES, INC. FOR ALLEGED
DECEPTIVE ADVERTISING CONTRACTS**

CONSUMERS ELIGIBLE FOR RESTITUTION MUST FILE COMPLAINT WITH DIVISION
OF CONSUMER AFFAIRS NO LATER THAN JUNE 23, 2006.

If you cashed a check from Yellow Pages, Inc. and then were entered into an unwanted business advertising contract, you may be eligible for a refund as a part of state agreement with the company.

A Davidson County Circuit Court has approved the agreement between Yellow Pages, Inc. and the Tennessee Attorney General's Office and Division of Consumer Affairs along with a coalition of 26 other Attorneys General. Judge Hamilton Gayden signed the order Tuesday against Yellow Pages Inc., Electronic Directories Company, LLC, and John Wurth in Davidson County regarding their marketing of "yellow pages" business listings through the use of "live checks (checks that obligate recipient upon cashing them)."

The company created both a print and online directory listing businesses, but mailed unsolicited checks naming specific businesses as payees to solicit business advertisements. "Unfortunately, if you endorsed and cashed the checks, usually under \$5, you were actually entering your business into a contract with Yellow Pages Inc. for up to \$199 for an annual listing," Attorney

General Summers said. “Apparently, some businesses were unaware they had a contract until the bill arrived. We want to make sure this kind of misunderstanding does not happen again.”

As part of the agreement, the company will not use check solicitations in the future. Additionally, the judgment provides that any consumers who deposited a check but failed to pay the subsequent invoice are considered to have rejected the offer for services.

Consumers who did pay those invoices will receive a full refund if they file a complaint with the Division of Consumer Affairs within 60 days of April 25. Online complaint forms can be found at www.state.tn.us/consumer/consCompfrm.html. A "pdf" version is available at <http://www.state.tn.us/consumer/documents/pdf/consComplaint.pdf>.

Consumers who believe they may have been misled by a “live check” solicitation or another unsolicited mailer should contact the Division of Consumer Affairs at 1-800-342-8385 (toll-free inside Tennessee) or (615) 741-4737.

YPI is a California business and Mr. Wurth is a resident of California.

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